

**New Ideas in a Changing World of
Business Managament and Marketing**

New Ideas in a Changing World of Business Managament and Marketing

Edited by:

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University of Szeged

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Preface

This volume has been prepared by the Doctoral School in Economics at the Faculty of Economics and Business Administration at the University of Szeged on the occasion of the 3rd Central European PhD Workshop on Economics and Business Studies, with the title “New Ideas in a Changing World of Business management and Marketing”. The volume provides a review of selected papers presented at the PhD Workshop.

The Doctoral School in Economics at the University of Szeged aims at organizing a series of PhD workshops for Central-European doctoral schools. The workshop offers specific training and provides opportunity for interaction amongst senior and young researchers in line with the research activity of the doctoral schools on the field of regional economics and economic geography.

The first part of the volume is dealing with behavioral marketing and management of interactions. It consists of five articles highlighting the role of customer loyalty, the characteristics of service elimination, the effects of proximity in trading, the dynamics of networks and even barriers of patenting. The second part puts social and environmental issues into the focus on the field of marketing and management. Six articles provide insight on the one hand to company support for employee volunteering, appearance of children in consumer society, event marketing, on the other hand to the concept of de-growth and environmental regulations. The six articles of the third part are focusing on financial management and management challenges, and discuss the tools of portfolio management, the management of monetary policy, the operational risks of local governments, the conceptual framework of financial reporting, the role of strategy making in case of SMEs and the role of Supreme Audit Institutions.

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